

PO Box 995  
1550 Gadsden Street  
Columbia, SC 29202  
www.dew.sc.gov



Nikki R. Haley  
Governor

Abraham J. Turner  
Executive Director

September 7, 2012

Dr. Helen Parker  
Regional Administrator  
Employment and Training Administration  
US Department of Labor  
Sam Nunn Atlanta Federal Center  
61 Forsyth Street, SW, Room 6M-12  
Atlanta, Georgia 30303

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US DEPARTMENT OF LABOR  
EMPLOYMENT AND  
TRAINING ADMIN.

Dear Dr. Parker,

On behalf of the South Carolina Department of Employment and Workforce and the State Workforce Investment Board, enclosed is the Annual Performance Report for the Workforce Information Grant for Program Year 2011.

We look forward to continued successful collaborations with our workforce, economic development, business and education partners as our workforce information system contributes to South Carolina's progress as a place to live and work.

If you need further information, please contact Brenda Lisbon at 803-737-2813.

Sincerely,

Abraham J. Turner  
SWA Administrator

R. Michael Johnson  
SWIB Chair

AJT/RMJ:bml

**South Carolina  
Workforce Information Grant  
Annual Performance Report  
PY 2011**

**A. Accomplishments**

**I Populate the Workforce Information Database with state and local data.**

During program year 2011, South Carolina populated the Workforce Information Database (WIDb) using version 2.4, and all core data tables were kept up to date with the latest data as it became available. In addition to the core tables, South Carolina continues to maintain the following data tables:

- Commuter data
- Consumer Price Index
- Program completers
- Retail sales
- Supply
- UI claims

Per grant requirements, the two licensing files were populated.

The WIDb is the source of data for South Carolina's LMI website, [SCWorkforceInfo.com](http://SCWorkforceInfo.com). The WIDb was used for data extractions for special requests from South Carolina Department of Commerce, State and Regional Workforce Boards, as well as local economic development councils. In addition, the WIDb is the source for the Community Profiles and new Legislative Profiles (see information below). As the WIDb is updated, these profiles are automatically updated as well.

South Carolina continues its support as a member of the Analyst Resource Center Consortium.

**II Produce and disseminate industry and occupational employment projections.**

Industry and occupational employment projections for the 2013 (short-term) and 2020 (long-term) were developed for the state level. The Projections Managing Partnership System, input from local workforce and economic development officials, and university economists was used to develop the projections. The WIDb was populated with both the short-term and long-term projections and projections were available online through the LMI website, [SCWorkforceInfo.com](http://SCWorkforceInfo.com). When instructions are received from the Projections Managing Partnership, long-term projections will be provided for national dissemination.



**III Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the governor and state and local WIBs.**

Community Profiles are comprehensive reports containing a variety of economic, demographic, industry, occupation and educational data. Community Profiles provides data for counties, workforce regions, and metropolitan statistical areas. These reports are available for download through the LMI website. Since they are produced online through the Workforce Information Database, they always contain the latest information. These reports have proven useful for the economic development, workforce development and education communities. In addition, they are an easily accessible resource for job seekers and students to learn about career opportunities and the economy in their region.

Legislative Profiles contains employment, unemployment, supply and demand, and projection data. Legislative Profiles provides data at the county level. These reports provide a quick reference of information for the Governor, legislators, and South Carolina Department of Employment and Workforce staff.

LMI made extensive use of online job openings data to provide a more detailed picture of worker demand in the state and local areas. Job openings by occupation were provided to local workforce areas. Job openings data was included in the information for Regional Education Center (REC) coordinators on high school student plans. It was provided in response to several requests from government and private entities. Job openings by occupation were linked to education and training requirements to provide a picture of demand by skill level for local areas. In response to targeted development efforts, job openings were compiled for the I-95 corridor for relevant local workforce areas.

In addition, the Department of Employment and Workforce (DEW) utilized data on unemployment insurance claimants, job candidates (in the state's Virtual OneStop system), and worker flow (from Census' Local Employment Dynamics program) to provide detailed data on worker supply in response to various requests throughout the program year. Examples included information to help local community colleges with grant applications, profiles of workers losing jobs in specific companies for the re-employment profiles, and information on supply of specific workers for economic development projects.

Production of reemployment profiles continued as a significant activity during this program year. The purpose of the profiles is to provide workers impacted by layoffs and closures reemployment information targeted to their work experience. Based on company-provided job descriptions, profiles provide relevant information on skills, current job openings, related occupations and their average wages, openings in those related occupations, and sources of training that may be needed for related occupations. A profile is prepared for each position affected by a layoff or closing. The profiles are provided to workers during Rapid Response meetings.



South Carolina DEW provided data analysis to local community colleges and other organizations for grant applications. Grants included Trade Adjustment Assistance Career and Community College Training Grants (TAACCCT), H-1B (Midlands Technical College), , Workforce Innovation Fund, Advanced Manufacturing and Innovation Accelerator Challenge (Clemson Center for Workforce Development), and the State Workforce Plan.

Workforce information was an important element in responding to companies, including international firms, considering capital investment in South Carolina. It was used in responding to 64 requests for information to support the recruitment of new companies and capital investment projects in South Carolina.

South Carolina DEW, Department of Labor Market Information (LMI) created 31 economic and training presentations. Below is a short list:

- LMI for Economic Development (Upstate WIB)
- Business Services (Upstate and Greenville)
- LMI 101 Training
- Waccamaw Education & Economic Development Roundtable
- Workforce Development Symposium
- Several County School Districts
- Adult Education
- TAA Workforce Specialists (statewide)
- Re-employment training for DEW staff

LMI data was also utilized for customized reports such as Targeted Industries, Economic Outlook, and Insights.

#### **IV Post products, information, and reports on the Internet.**

South Carolina DEW, LMI maintained the SCWorkforceInfo.com site as the online source for South Carolina labor market information. Information was kept up-to-date, with revisions generally done within a few days of becoming available. To keep the site as current as possible, a calendar of data updates was downloaded into Microsoft Outlook Calendar from the BLS site and we are on BLS mailing list for any updates or alerts. The site had on average 15,260 page views and 518 new visitors each month. Our highest traffic months were June, July, and August; averaging 22,596 page views.

Also, Workforce Information Database data was used to provide workforce information for the South Carolina Works Online System (SCWOS) online labor exchange system. Data from the Workforce Information Database was used to make current and targeted workforce information available for job-seekers and businesses through SCWOS.

The states WIDb programmer attended Geographic Solutions' annual workforce technology conference to keep up-to-date on developments affecting the LMI site. Geographic Solutions

is the developer for the LMI site; WIDb programmer maintains content. New enhancements are expected to be available to our customers in PY2012.

**V Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders.**

With the transfer of Workforce Information Grant activities to the South Carolina DEW, DEW's efforts were to energize the workforce professionals in utilizing LMI products and services for strategic delivery of LMI data as well as informing workforce boards, economic development organizations, and others of the transfer of roles from the Department of Commerce. Regular communication was maintained with local workforce and economic development offices, providing them with the workforce information and services as they became available.

To facilitate communication with and training for local workforce staff; LMI coordinators were assigned workforce regions to stay abreast of events and LMI customer needs.

South Carolina LMI supported the SWIB through attending meetings and providing data to assist with the development of the state workforce plan. In addition, LMI continued to work closely with various state and local WIA staff. That relationship is reflected in accomplishments such as the reemployment profiles and others noted previously.

In addition to the organizations noted above, the DEW assisted regional economic development alliances, local economic development offices, education, businesses and other organizations. Support was provided to organizations including:

- Myrtle Beach Economic Development
- Southern Carolina Alliance
- Greenville Area Development Corporation
- Charlotte Regional Partnership
- Marlboro County Economic Development
- Greenville DEW
- Santee-Lynches COG
- Upper Savannah COG
- Upstate COG
- Aiken Technical College
- Tri-County Technical College
- York Technical College
- SC Technical College System
- SC Department of Corrections
- SC Department of Social Services
- DEW Veterans Department
- DEW Business Services Coordinators
- Federal Reserve Bank of Richmond
- State and local Workforce Investment Board and staff
- Catawba COG
- Midlands Tech



## South Carolina PY 2011

- Florence-Darlington Tech
- Upstate Alliance
- readySC
- Department of Commerce
- Greenville Tech
- Greenville Area Development Corporation
- Junior Achievement of Coastal SC
- Midlands Economic and Business Alliance
- Greenwood Partnership Alliance
- Lexington-Richland School District 5
- Charleston Regional Development Alliance
- Perdue Partners
- Spartanburg Economic Futures Group
- Shaw Industries
- Waccamaw Economic & Education Roundtable
- Blue Cross/Blue Shield of SC
- Central SC Alliance
- Greater Charleston Empowerment Corporation
- Charlotte USA
- Regional Educational Center
- Michelin

LMI continues to be on the board of directors for the Council for Community and Economic Research (C2ER). C2ER is a national organization for state and local economic researchers. Participation on the C2ER board has provided valuable insights and contacts that have helped advance SC's LMI operations.

LMI continues to participate in other state and national groups such as Clemson University's Center for Workforce Development, Local Employment Dynamics (LED) Steering Committee, and Analyst Resource Center (ARC).

## **B Customer consultation**

Regular communication was maintained with local workforce staff, notifying them of new workforce information or services as they became available. This was primarily done through LMI coordinators as noted above, and communication with local workforce area administrators.

In addition to state and local workforce and economic development staff, over the year, LMI worked with the following groups:

- Regional Education Center coordinators
- S.C. Technical College System and local colleges
- S.C. Department of Education
- University of South Carolina, Darla Moore School of Business
- Clemson University's Center for Workforce Development
- S.C. Department of Social Services – Project Hope
- International Association of Workforce Professionals (IAWP)

## **C Partnerships and collaborations**

In addition, the linkage with technical colleges was strengthened, particularly through support for major grant applications. The partnership with state and local WIA continued to be strong, through the various activities noted above. We continue to maintain a positive relationship with the S.C. Department of Commerce, to foster the strong connection with the state's economic development efforts.

## **D Recommendations for Improvements or Changes to Deliverables**

DEW adapts delivery of products to customer needs, feedback, and short term needs of the state and local boards. DEW delivers products in a timely manner.